

METHODS AND APPARATUS FOR DISPLAYING  
BLISTER PACKAGES

ABSTRACT OF THE DISCLOSURE

A display rack facilitates displaying at least one blister package. The display rack includes a first elongated rail, a second elongated rail, and a siderail support member. The first and second elongated rails each include a first end, a second end, and a channel extending therebetween. The siderail support member extends substantially perpendicularly between the first and second elongated rail first ends such that the channel defined within the first elongated rail substantially mirrors that defined within the second elongated rail channel such that a display area is defined between the first and second elongated rail channels. The first elongated rail is spaced a distance from the second elongated rail such that the display area is sized to receive at least one blister package therein, and such that the at least one blister package is retained within the display area by the first and second elongated rails.